

Abstract

- Topic:** Brand building of the football club in the Czech Republic
- Objectives:** Master's thesis aims to propose a strategy of branding for the football club FK Dukla Praha for the years 2018–2023. The solution is based on the analysis of branding in three foreign sports clubs, one European league competitions and case study of rebranding. This part is followed by evaluation of branding in Czech football league. The results of these case studies are used to develop the branding strategy of the football club FK Dukla Praha, which will focus on developing brand loyalty of fans, club events and brand positioning against the competition.
- Methods:** The thesis is based on the theoretical knowledge related to the given topic. For the detection and analysis of branding abroad, case studies, publicly available data and observation method were used. An analysis of the Czech environment in terms of branding was carried out on the basis of monitoring research. A method of expert interview with the club's frontman was used to create SWOT analysis and build the potential of the FK Dukla Prague football club.
- Results:** The thesis brings a theoretical overview and assessment of branding in the Czech football environment and points to directions and projects that have potential for the future. Using a comparative method and an expert interview, it was found that the FK Dukla Praha brand stands on four pillars, such as the family club, social responsibility, the quality of the game and the international name. On the basis of the information obtained, weaknesses, opportunities and threats were also identified.
- Key words:** Brand, branding, football, Dukla Prague